

PROMOTING DETROIT BUSINESS

GO ICE FISHING IN SUMMER!

THE CHALLENGE

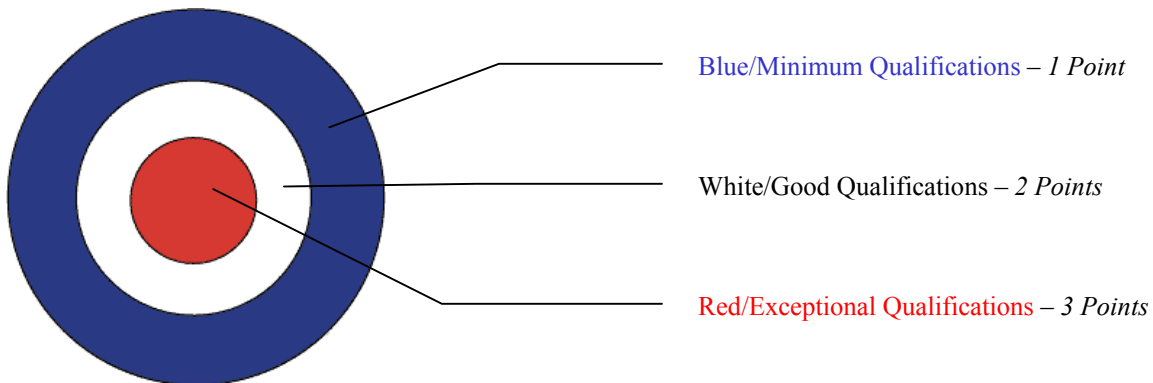
One avenue to enhance Detroit's national reputation is to nominate Detroit businesses to the annual Inner City 100 listing.

Now in its seventh year, the Inner City 100 is a list of 100 of the fastest-growing companies in America's inner cities. The program is a partnership between the Initiative for a Competitive Inner City (ICIC) and *Inc. Magazine* to spotlight and support growing companies in urban areas and to highlight the importance of a healthy economy in developing healthy urban communities.

For the last two years the City of Detroit Economic Development Organization (EDO) has nominated Detroit businesses for this recognition. Last year, three Detroit businesses made it into the Inner City 100. This year we want to greatly increase the number of highly qualified Detroit nominations. A large number of winners accomplishes two things: 1) It enhances Detroit's reputation for business and 2) increases the number of Detroit businesses who benefit financially from the publicity and contacts the award provides.

THE CONTEST

We need your help in reeling in a good number of nominations so we are announcing the 1st Annual "Ice Fishing in Summer" Contest. We've researched previous award winners to find out not only what the minimum qualifications are but what makes for good and exceptional candidates. We will award points to you, our Ice Fishers, based on how well your nominations meet the criteria. The Ice Fishers with the most points by 30 September 2004 will win fabulous prizes that are sure to make all your business associates extremely jealous. The award winners will be announced at a recognition breakfast to be held here.





ICE FISHING IN THE SUMMER: THE APPLICATION

To nominate a company, please:

1. Fill out the two-page form below.
2. Complete the *2005 ICIC-INC. Magazine Inner City 100 Application* form.
3. Fax all materials to **313-224-1629**, Attn: Margaret Dunton, City of Detroit Mayor's Office of Neighborhood and Commercial Revitalization.

*To learn more about the following qualifications, refer to the ICE FISHING IN THE SUMMER Detailed Information sheet.

Name of Company: _____

Name of Nominator: _____ Tel: _____

BLUE/MINIMUM QUALIFICATIONS

For a company to be eligible, all the following requirements must be checked:

- ☐ Be an independent, for-profit corporation, partnership
- ☐ Be headquartered in or have 51% or more of its physical operations in economically distressed urban areas.
- ☐ Have ten or more employees in 2003
- ☐ Have a five-year operating sales history that includes
 - o An increase in 2003 sales over 2002 sales
 - o Sales of at least \$200,000 in 1999 and at least \$1 million in 2003

WHITE/GOOD QUALIFICATIONS

Many winning companies share common characteristics. While there are many attributes that can make a nomination competitive, we have listed several options to be checked below.

- | | |
|---|---|
| <input type="checkbox"/> Community Participation | <input type="checkbox"/> Minority Owned |
| <input type="checkbox"/> Classified in the Service Industry | <input type="checkbox"/> Women Owned |
| <input type="checkbox"/> Low employee turnover | <input type="checkbox"/> Employee Training Programs |

Please briefly describe the marked qualifications (or other programs, policies, or achievements unique to this company) in the space provided below.

RED/EXCEPTIONAL QUALIFICATIONS

These companies exhibit qualities that align with the “business first” inner city revitalization principles of the ICIC and its founder, Michael Porter. They are able to base their success on specific advantages only available to inner city commerce (or overcome specific disadvantages that traditionally hinder inner city business development).

Advantages

- ☐ Strategic location
- ☐ Unmet local markets
- ☐ Integration with the regional economy
- ☐ Human resources

Disadvantages

- ☐ Land
- ☐ Building Costs
- ☐ Security
- ☐ Infrastructure
- ☐ Management Skills
- ☐ Capital
- ☐ Attitude

*To learn more about Michael Porter and the ICIC, see the *Exceptional Qualifications* section of the ICE FISHING IN THE SUMMER Detailed Information sheet.

Please describe the marked qualifications in the space provided or on an additional page

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Thank You!